

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
July 16, 2009**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jan Martin	AMDA
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
Directors Absent	Thaddeus Smith, V.P.	The Music Box Theater
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Don Jacinto	Hollywood Roosevelt
	Jose Malagon	Hollywood Media Center
	Tej Sundher	Hollywood Wax Museum
	David Green	Nederlander Organization - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Peter Abraham	LA Marathon, LLC
	Chad Clark	LACE
	Tim Higgins	City Lab, UCLA
	Julie Kane	Selma Elementary
	Edgar Khalatian	Columbia Square/Paul Hastings
	Tiffany Lendrum	Lendrum Fine Art/ Gatehouse
	Mark Stephenson	Hollywood UMC

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:13 p.m.

II. Public Comment

Edgar Kalatie presented to the board information on the proposed Columbia Square development project. Kalatie said he would return to the board's next meeting to give them more details on the project..

Mark Stephenson gave an update to the board on his meetings with Peter Abraham and representatives of the LA Marathon. Stephenson informed the board that he is still opposed to having the date moved from a Monday to a Sunday.

III. Approval of Minutes

It was moved by Monica Yamada, seconded by John Tronson and CARRIED to approve the minutes from the Board's June 18, 2009 meeting. Abstained: Ron Radachy.

IV. Treasurer's Report

A. Treasurer's Report:

1. Approve Treasurer's Report from June 30, 2009: Frank Stephan reported to the board that private delinquencies are currently lower than the amount budgeted. However, a delinquency of approximately \$120,000 still remains related to public parcels where negotiations are still underway with respect to private sector joint development partners. The City Clerk's office and HPOA staff are working with the involved owners in order to figure out the correct entity to bill for the outstanding assessments. Kerry Morrison also pointed out to the board that the county had billed \$64,000 more than was originally budgeted by the BID. Stephan also informed the board that the BID's CDs at Wells Fargo had been purchased.

V. Committee/Activity Reports

A. Streetscape Committee

1. Public Art Exhibit for Hollywood: Sarah MacPherson informed the board of an idea Gatehouse Capital had to host a major art event at the W Hotel. Tiffany Lendrum briefed the board on the potential public art project that would be scheduled for Spring 2010. The idea is still in the planning stages but may also involve the Los Angeles Contemporary Exhibitions (LACE).

2. ECCA Update: The public hearing for the alley will take place on July 28, 2009. A majority protest is needed to stop the motion. MacPherson informed the board that organizing efforts to support the pedestrian mall ordinance is occurring amongst owners, but the BID has continued to remain neutral on the subject.

3. Hollywood Boulevard Urban Design Plan and Community Plan Update: The draft of the plan is still in the works and is tentatively scheduled to be released in August for Community review. Neelura Bell informed the board that there will be a 45 day comment period. MacPherson has also emailed the board a link to the Community Plan from the city

which is also seeking comments.

4. Additional Pressure Washing for Summer Months: There are 420 hours of additional pressure washing hours available to the BID. The Streetscape Committee had met and is discussing options for how to use these hours.

5. Farmer's Market Plans for Ivar: MacPherson reported that the Farmer's Market has volunteered to place flower pots in old light fixtures along Ivar Avenue, if the BID will agree to water them on a regular basis.

B. Marketing Committee:

1. Demographic Research Initiative: Katie Zandona reported that RFPs for the initiative are beginning to arrive. The last day for RFPs to be submitted is July 29, 2009. Once the RFPs have been submitted the committee will work with the staff to select candidates to interview in September and hopefully begin the research process in late September 2009.

2. Visitor's Guide Update: Zandona informed the board that approximately \$105,000 has been secured for next year's Hollywood Visitor's Guide and Map, surpassing the amount initially required for production.

C. Security Committee

1. Report from July Committee Meeting: John Tronson gave a brief update on the committee's activities. Tronson informed the board that no new 9-11 graffiti had been spotted in the BIDs. In addition to this, City Council is still trying to work on a more regular policy to control the opening of medical marijuana dispensaries in the area.

D. Nominating Committee

1. Morrison reviewed the time line for the nominating process with the board. The nominating committee consists of Nathan Korman, Jeff Cohen and David Green. The board members whose terms are expiring are: Ron Radachy, Thaddeus Smith, Frank Stephan, Tej Sundher and John Tronson. Due to the resignation of Shawn Ingram from the board, Morrison informed the group that the committee will have the discretion to possibly recommend a candidate to fill the seat. Applications to serve on the board are due no later than July 30, 2009.

VI. Old Business

A. Report from L.A. Marathon 2010 Organizing Committee: Peter Abraham gave the board some information about the upcoming Marathon. Abraham showed the board the new proposed route which would begin at Dodger Stadium and end at the beach. The new route would call for a rolling closure of Hollywood Blvd. from approximately 6 a.m. to 9 a.m. City Council will decide Tuesday, July 21, 2009 if the Marathon will move back to Sunday. Abraham asked the board to reconsider their previous motion to uphold the current contract (calling for the Marathon to be run on a Monday). The board discussed the motion.

It was moved by Frank Stephan, seconded by Ron Radachy and CARRIED for the HPOA Board to remain neutral and hold no position in regards to changing/keeping the current Marathon contract. Absatined: John Tronson, Monica Yamada.

VII. New Business

Request from Selma Elementary School to Support Grant Application for Urban Teacher Residency Program: Julie Kane gave the board an update on her application to apply for grant money from the US Department of Education to improve teacher quality. Kane shared her idea to implement a “teacher shadow” training program to attract not just current teachers, but future teachers as well in order to try and change the way teachers are currently trained. Similar models have been used in other locations across the country. Kane has currently partnered with the UCLA Center X, Los Angeles Small Schools Center and LA Unified. Kane asked the board to consider writing a potential letter of support for the program. Yamada reviewed the language in the draft letter and asked that the item related to “coursework development” be reworded.

It was moved by John Tronson, seconded by Jeff Cohen and CARRIED that the HPOA Board of Directors would submit a letter supporting the grant program. Unanimously approved.

VIII. Report from Executive Director

None

IX. Executive Session

Discussion regarding discretion afforded to Executive Director to Adjust Employee Leave Benefits in Extraordinary Cases. **It was moved by John Tronson, seconded by Jeff Cohen and CARRIED to grant the executive director the discretion, in the event an employee is experiencing illness that exhausts existing leave, to allow that employee to credit future sick and vacation days against days off for a maximum of one year in advance.**

X. Next Meeting

Due to summer vacation schedules the board opted to postpone their August board meeting. The next meeting was scheduled for Thursday, September 17, 2009 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

XI. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 5:45 p.m.